
GLOSSARY OF TECHNICAL TERMS

This glossary contains certain definitions and technical terms in this document which relate to our business and the industries and sectors that we operate in. As such, some terms and definitions may not correspond to standard industry definitions or usage of such terms.

“advertiser”	a business that is desirous of advertising and promoting their product or services
“AI”	artificial intelligence
“API”	application programming interface, an interface between a client and a server, which allows the client to receive a response to its request in a specific format or initiate a defined action
“app” or “mobile app”	application software designed to run on a mobile device
“CPA”	cost per action, a pricing mechanism where advertising is paid on the basis of each action of the mobile device user, such as download, installation or registration. Such actions normally require a higher degree of personal involvements from the audience, through experiencing or using the advertised products or services by activating/reactivating the products or services or registering as users
“CPM”	cost per mille, a non-performance-based pricing model where advertising is paid on the basis of thousand impressions
“CPS”	cost per sale, a pricing model where advertising is paid on the basis of the increased sale amount as a result of the advertising
“CTR”	click-through rate, i.e. the ratio of mobile device users who have clicked on an advertisement to the number of total mobile device users who have viewed the advertisement
“Fill rate”	as to the advertisement distribution services of our Group, the percentage of advertisement requests from the mobile apps that are filled by the media publishers

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“GMV”	gross merchandise value, which equals the sales price per item (inclusive of VAT) multiplied by the number of items sold
“impression(s)”	the number of advertisement views, represents the total number of times an advertisement is viewed by a user or displayed on a web page during a certain period of time
“IP”	intellectual property
“IT”	information technology
“lottery solutions”	hardware, system software, printing, marketing and/or other related services of lottery market
“media publisher(s)”	publisher(s), being primarily large-scale media platform operator(s), to which we deliver the advertisements of our advertisers for publication in our advertisement placement services business
“O2O”	online to offline, a phrase that is used in digital marketing to describe systems enticing consumers within a digital environment to make purchases of goods or services from physical businesses
“private traffic” (私域流量)	generation of online audience via various private pools of social media, such as mini programmes (小程序), official accounts (公眾號) and mobile apps, where brands have generally more control over such audience
“publisher”	an entity which ultimately presents advertisements to the audience for and on behalf of the advertiser(s) or the advertising agent(s) engaged by the advertiser(s)
“RegoAd SDK”	Rego Advertisement Software Development Kit, a set of software development tools developed by us that facilitate transmission of data between our customers (i.e. advertising agents) and our suppliers (i.e. mobile app operators engaged directly or through advertising agents), such as information about advertisements (from our customers to our suppliers) and information about advertising facilitates (from our suppliers to our customers), in our advertisement distribution services business

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“Rego Advertisement Operations and Management Platforms”	specific platforms developed by us for operating our advertisement placement business and advertisement management, which provide our staff with greater ease in accessing and extracting information on the advertisers and publishers, and in data processing and analysis respectively
“Rego Virtual Goods Platform”	our online platform developed for the purpose of providing our virtual goods sourcing and delivery services; it can be connected to the platforms of our customers and suppliers via API, and enables us to receive orders for virtual goods from enterprises for consumption by their individual customers (as the end users of the virtual goods), verify their orders, compare prices and inventories of the suppliers connected to our platform, place orders to our suppliers, and arrange for delivery of the virtual goods ordered to the enterprises or their individual customers on a real-time basis
“ROI”	return of investment
“SaaS”	software as a service, a software licensing and delivery model under which software is licensed on a subscription basis and centrally hosted
“SAS”	security access systems, which provides a secure and reliable lottery transmission network and various connection methods, relying on the internet accessed through asymmetric digital subscriber line (ADSL), broadband, fibre optic, 3G/4G and other access methods
“SDK”	software development kit, a collection of software development tools in one installable package
“SMS”	short message service
“user acquisition”	the act of gaining new users or customers for an app, platform, product or service; in the mobile industry, it is a strategy designed around generating installations, usually achieved by advertising campaigns and promotional offers

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“user engagement”	the process of interacting with existing users or customers and encouraging them to be interested in the work of an organisation, or its app, platform, product and/or service, where the primary goal is to cause the users or customers to find the app, platform, product and/or service valuable enough to continue using them
“user reactivation”	the act of incentivising existing users or customers to increase their level of activity on and/or usage of an app, platform, product or service
“user retention”	the processing of inducing continued use of an app, platform, product and/or service by existing users or customers
“VDPN”	virtual private dialup networks, through which lottery retailers could access the internet via dial-up connections and the network of China welfare lottery